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W. F. ALLEN CO.

BOOK OF BERRIES

1974

THE PLANT SITUATION-1974

W. F. Allen Company has two exciting announcements to make to our many friends this year: **Dr. Glenn J. Stadelbacher** is now with us to lend his broad background of experience in making planting suggestions or solving problems for our customers. See pages 8 and 9. Please call or write him when we can help you.

Red Raspberries, Black Raspberries and Thornless Blackberries will be available in limited quantities. We have found the best stock to satisfy the many requests that have come to us. See Pages 10 to 14.

A good growing season has blessed us with adequate supplies, with the exception of everbearers, of all strawberry varieties.

A bigger catalog has enabled us to expand our cultural directions (Pages 39 to 43) and continue **The Strawberry (history)** and **The Berry Patch (recipes).**

Please let us have the pleasure of serving you in our **89th** year.

ALLEN'S SUPERIOR VIRUS FREE PLANTS remain as the STANDARD OF THE INDUSTRY and your assurance of plants that will GROW FOR YOU.

EARLIBELLE
See Page 14

1885 *Our Experience is Your Guarantee* **1974**

FAIRFAX
See Page 15

SUNRISE
See Page 18

ALLEN'S WINNING PLANTS

EARLIDAWN
See Page 15

ALLEN'S WINNING PLANTS

Standard of the Industry for 89 years

REGISTERED

For best results from your own efforts in growing berries we hope you will use Allen's Winning Plants. They are registered and are grown under the following rigid schedule. As a berry grower you cannot afford to do all of these things but you should insist that your plant grower do them for you. By renewing your planting stock every year or two you can realize most of the benefits from this program.

Here are the things we must do to qualify for the registered label which means so much to you as a grower:

1. Provide a screen house as a source of indexed virus free plants.

2. Our planting stock is all indexed virus free and we keep it that way by constant vigilance against the aphid which is the carrier of virus organism.

3. This superior virus free stock must be grown in isolation from other plants in the neighborhood which are not under aphid protection or are not virus free.

4. Soil fumigation before setting of plants and fumigation twice during the growing season to eliminate nematodes. ALLEN'S fields all have three fumigations to give you superior plants.

5. Abundant plant food, reinforced with a minor element mixture insures that ALLEN'S plants never want for anything.

6. Continuing inspections to make sure that our planting stock and fields are free from red stele and other diseases.

7. With ALLEN'S PLANTS you get all the above, plus the benefit of our experience. We have been growing and shipping fine strawberry plants for 89 years. We believe this means a lot to you as a grower.

OUR GUARANTEE

W. F. Allen Company guarantees that our superior plants will grow for you. Write us within 45 days if you are not completely satisfied and we will replace the plants or refund your money. After 45 days and within one year of the date the plants were shipped, any plants not satisfactory will be replaced at one-half price. This guarantee applies only to the price of the plants and no further responsibility or liability is implied.

ALLEN'S ALL STARS

WE RATE THEM BEST BY TEST

Best for Early:	Southern States: Earlibelle Northern States: Earlidawn, Fairfax, Midland, Redglow, Sunrise
Best for Late:	Southern States: Albritton, Apollo, Atlas Northern States: Jerseybelle, Marlate, Robinson, Sparkle, Vesper
Best for Flavor:	Catskill, Fairfax, Raritan, Redchief, Redglow, Redstar, Sunrise, Suwannee
Best for Freezing:	Earlidawn, Midland, Midway, Pocahontas, Redchief, Redglow, Sparkle, Surecrop, Tennessee Beauty
Best for Frost Resistance:	Earlidawn, Premier
Best for Large Size:	Catskill, Empire, Guardian, Jerseybelle, Marlate, Midland, Pocahontas, Raritan, Redchief, Redglow, Redstar, Robinson, Vesper
Best for Preserving:	Blakemore, Earlidawn, Pocahontas, Premier, Suwannee, Tennessee Beauty
Best for Resistance to Red Stele:	Guardian, Midway, Redchief, Redglow, Sparkle, Sunrise, Surecrop
Best for Resistance to Verticillium Wilt:	Catskill, Guardian, Redchief, Sunrise, Surecrop

TRUE TO NAME

We take every precaution to have all plants true to name. We will replace the plants or refund your money if any prove otherwise but we will not be responsible for any sum greater than the cost of the plants ordered.

VIRUS FREE (REGISTERED)

Plants referred to as "virus free" in this catalog have been field grown by us from virus free foundation stock furnished by the U. S. Department of Agriculture, Bureau of Plant Industry, Soils and Agricultural Engineering, Beltsville, Maryland. Measures have been taken with our field grown stock to control aphids which transmit the virus diseases. In addition, this superior virus free stock is grown in isolation from other plants in the neighborhood which are not under aphid protection or are not virus free.

All plants from virus free sources which meet the rigid growing requirements of our Inspection Service are entitled to be sold as "Registered." All our virus free varieties have met these requirements and will carry a label showing that they are "registered." We hope W. F. Allen Company will receive your plant orders, but in any event you should get plants which meet the rigid requirements which entitle them to be registered.

The Strawberry

Did you know——

Fragaria Virginiana—the wild strawberry of the United States of America east of the Rocky Mountains is parent of many of our cultivated plants.

* * *

Wild strawberries were found in abundance by the early settlers. One man declared that in walking through the woods at Jamestown "it was impossible to direct the foot without dyeing it in the blood of this fruit". For a century or more after the settlement of Virginia, wild strawberries were so plentiful that "very few persons take care to transplant them, but can find enough to fill their baskets". Colonists of New York, Maryland, the Carolinas and other parts of the Atlantic Seaboard found wild strawberries no less abundant than in Virginia and New England. In 1683, William Penn mentioned the abundance of wild strawberries in Pennsylvania.

* * *

Wild strawberries were a most welcome addition to frontier fare. They refreshed the forty-niners of California and those who followed the Lewis and Clark trail. The abundant supply of native wild berries was appreciated all the more because of the limited supply of most other fruit.

* * *

The beginning of strawberry culture came about when the land surrounding the small towns became subdued in tilled crops. The housewife had to go farther and farther away from home to find the wild ones and this led to wild plants being transplanted to the garden near home.

* * *

Long before the Revolution, wild strawberries were an article of barter and sale in the larger cities. During those pioneer days, the strawberry season was limited to the period of ripening of the wild berries—not over four weeks.

The first North American book containing much information on horticulture was Samuel Dean's "New England Farmer" published in 1790. Growers of today can still profit from one of his bits of advice—"but little dung should be applied to the soil, as a large quantity will cause them (strawberry plants) to run much and to be less fruitful".

* * *

The English practice of growing berries in raised "beds" seems to have fastened that name permanently upon the planting of small areas. Not until 1850 was there a strawberry "field".

* * *

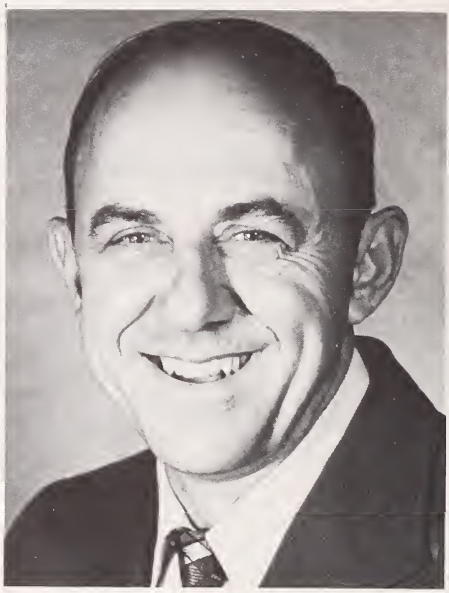
A trade catalog issued in 1810 by William Booth, of Baltimore, offered Large Early Scarlet and Hudson's Bay. These two varieties were dominant until the introduction of the Wilson.

* * *

The Wilson variety transformed the commercial culture of strawberries from insignificant to tremendously important and popular. The Wilson was developed near Albany, New York, in 1851, by James Wilson. Unlike C. M. Hovey, developer of the Hovey, James Wilson realized little or no profit from his more important variety.

* * *

Commercial strawberry culture for the New York market, where demand was heavier than supply, began about 1820 in New Jersey. There were no crates, berries were packed in baskets and placed in large hampers. There were no commission agents and farmers picked, transported and sold their own fruit. There were no railroads and berries were carted to New York in wagons, crossing the Hudson at Hoboken—or went by boat. In those days, the average net return from an acre was thirty to forty dollars, which was considered a good profit.



To Our Friends:

For the past 89 years, the policy of W. F. Allen Company has been to provide the best possible plants to the grower. We have added Dr. Glenn J. Stadelbacher to our firm as manager and customer advisor to assist us in this effort. We intend to broaden our customer service program, in addition to providing superior planting stock and planting suggestions. Our motto is that you, the customer, must make a profit in order for us, as a nursery, to be successful.

Glenn's broad background in all phases of berry research, production and marketing, as well as service to berry producers will enable him to suggest many money making and many money saving ideas to you. We hope, through cooperation with your State Agricultural Experiment Station and Extension personnel, to provide you with the latest and most practical suggestions for producing profitable berry crops.

Glenn grew up on one of Illinois' leading small fruit farms. The day-to-day production and marketing problems encountered in operating a large berry farm for the wholesale fresh fruit market provided him with an excellent background for his future work in research and extension.

He conducted extensive research under Dr. L. E. Scott, Professor of Horticulture, at the University of Maryland, to determine the optimum nitrogen for strawberries as part of his

Ph.D. research program. As Extension Horticultural Specialist for Maryland since 1960, he has been active in all phases of small fruit research and extension. He worked with Dr. D. H. Scott, who is in charge of all strawberry breeding work for the United States Department of Agriculture, and the late Dr. I. C. Haut, Director of the Maryland Agricultural Experiment Station, in the co-operative U.S.D.A. - Maryland Strawberry breeding programs. The varieties introduced include Surecrop, Earlidawn, Guardian, Redchief, Midway, and Sunrise. He was actively involved in the Maryland program that produced the Marlate strawberry; Citadel, Reveille, Scepter, Sentinel and Sentry Red raspberries; the Allegheny black raspberry; the Raven and Ranger blackberries; as well as the Mar series of peaches from Maryland. He had a leading role in the production of the "Foundation" strawberry and raspberry plants used as nuclear stock by the Maryland Nursery Industry. He conducted research projects with strawberry and brambler nutrition, fumigation, herbicides and other cultural practices.

As Extension Horticultural Specialist, he advised the Maryland growers on all phases of fruit production from planting, through renovation of old fields. He also edited the Maryland Pesticide Recommendations for small fruit.

He has advised homeowners on the production of fruit in their gardens since 1960.

His marketing experience includes work with supermarket chains and Chicago commission merchants; in addition to an extensive Maryland program on retail farm marketing and Pick-Your-Own. He has an excellent understanding of farm labor problems by having served in such varied capacities as harvesting crew foreman - to - Secretary to the Governor's Committee on Migratory Labor.

Glenn enjoys helping people and should be able to offer beneficial suggestions to the home gardener, as well as the large commercial grower.

We are looking forward to his expanded phase of our operations and we hope to have the pleasure of serving <u>Y O U</u>!

Sincerely,

Richard M. Allen

W. F. ALLEN COMPANY *is offering for the first time red raspberries, black raspberries and thornless blackberries. We reached this decision because we felt we could offer our customers superior plants grown under the best breeding program.*

You will notice that we are offering a limited selection and these plants will be grown under the same rigid schedule and will be worthy partners to our strawberry plants.

CERTIFIED RASPBERRY PLANTS

Certified raspberry plants are grown from foundation stock originally indexed virus-free and produced in screenhouses. The plants are grown in fumigated fields isolated from cultivated brambles and are sprayed regularly for insect and disease control. The plants are state inspected and certified to be free of insects and diseases. Plants from this source have given thousands of customers many years of profitable and enjoyable production in the home garden. Commercial producers have also accepted this raspberry plant source as the best in the U.S.

RED RASPBERRIES

LATHAM is the most widely planted red raspberry. It is noted for its cold hardiness in the northern regions and adaptability to a wide range of conditions. The plants are vigorous, produce big crops of large, high quality fruit that is good whether eaten fresh, frozen or canned. LATHAM is a fine midseason variety for the home garden and has been one of the major varieties in eastern commercial plantings. It should be considered as one of the varieties in any northern garden.

SOUTHLAND is a new variety recently released from the North Carolina—U.S.D.A. breeding program. It is more tolerant to fluctuating warm and cold periods that have made growing red raspberries very difficult from Missouri, Southern Illinois, Kentucky, Virginia and Maryland south. It produces a summer crop before Latham on last year's canes and an August-September crop on current season or new canes. The berries are medium sized, bright red, firm and do not crumble. The fruit is delicious as a topping on cereal; with sugar and cream as a dessert or because of its slightly acid flavor as a frozen or canned product. The plants are very vigorous and can be maintained virus-free for many years without spraying because the aphid vector that spread raspberry viruses does not like to feed on SOUTHLAND. Because of its tolerance to varying climatic conditions and its freedom from virus diseases, SOUTHLAND should be the number one choice for any house garden planting in the south. It is also used in Pick-Your-Own and some commercial plantings.

PRICES

	5 Plants	10 Plants	25 Plants	50 Plants	75 Plants	100 Plants
LATHAM AND SOUTHLAND	$5.75	$10.35	$23.00	$34.50	$43.10	$51.80

These prices are F.O.B. Salisbury, Maryland. An additional charge of 15% is for Handling, Insurance and Transportation. The order blank and envelope in back of the catalogue may be used.

BLACK RASPBERRIES

Mention black raspberries and most people will talk about **CUMBERLAND.** It is the most widely planted variety and is adapted, wherever black raspberries will grow. CUMBERLAND originated in Pennsylvania and does exceptionally well in the southern limits of the black raspberry growing region. It is a mid-season variety that produces large crops of medium sized fruit. The berries are sweet, plump, juicy and of excellent quality. If your garden only has space for one black raspberry, CUMBERLAND should be your choice.

BRISTOL is a vigorous, hardy variety that was selected from the New York breeding program. It is very productive and its fruit ripens 4 to 5 days ahead of Cumberland. The berries are large, juicy and highly flavored. The fruit may be hard to pick following a rain. In spite of this it is being grown widely in all eastern black raspberry regions. This weakness would not be a factor in the home garden. It should be considered where two varieties are to be grown because of its earliness, outstanding quality and productivity.

PRICES

	5 Plants	10 Plants	25 Plants	50 Plants	75 Plants	100 Plants
CUMBERLAND AND BRISTOL	$6.25	$11.25	$25.00	$37.50	$46.90	$56.30

These prices are F.O.B. Salisbury, Maryland. An additional charge of 15% is for Handling, Insurance and Transportation. The order blank and envelope in back of the catalogue may be used.

THORNLESS BLACKBERRIES

THORNFREE, a recent U.S.D.A. release from its thornless blackberry breeding program is causing a lot of excitement in home gardens and Pick-Your-Own operations from central New Jersey south and west to Arkansas. The extremely vigorous plant produces large crops on long, thornless canes. The harvest season lasts about one month and the large juicy, highly flavored fruit makes exceptionally good pies, cobblers, jelly, and even wine. The fruit should be allowed to become fully ripe before it is harvested. You will really enjoy picking, as well as, eating this berry.

PRICES

	5 Plants	10 Plants	25 Plants	50 Plants	75 Plants	100 Plants
THORNFREE	$7.50	$13.50	$30.00	$45.00	$56.50	$67.50

These prices are F.O.B. Salisbury, Maryland. An additional charge of 15% is for Handling, Insurance and Transportation. The order blank and envelope in back of the catalogue may be used.

RED RASPBERRIES • BLACK RASPBERRIES • THORNLESS BLACKBERRIES • NEW • RED RASPBERRIES • BLACK RASPBERRIES • NEW

Field Scene of Foundation Raspberry Stock

SOME SUGGESTED BRAMBLE CULTURAL PRACTICES

RASPBERRIES AND BLACKBERRIES can be grown with limited success in almost any type of soil, however, for best results, a good, well-drained loam, clay loam or sandy loam soil, high in organic matter, is desirable. Any good garden soil will give good bramble growth and yields provided you observe the climatic limitations listed under the individual variety descriptions and do not plant in the same soils on which tomatoes, potatoes or peppers have been grown for several successive years. Do *not* plant virus-free brambles near or in the same garden with virus infected plants. A safe suggestion is to assume that bramble plants not recently received from a known virus-free source are infected with virus and, therefore, new plantings should not be established nearby. If your current bramble planting is weak and not producing well, remove it and replant with healthy, virus-free plants.

Be certain to order your plants from a good, reliable nursery whose plants are known to be virus-free, (especially free of the mosaic virus).

LAND PREPARATIONS: Incorporating a heavy application of stable manure—2 bushels per 100 sq. ft. or a good green manure crop prior to planting the brambles is very beneficial. The soil should have a pH of 5.5 to 6.0. Do not raise the pH above 6.0 as it will stimulate crown gall growth on brambles. Use dolomite (high magnesium limestone) if it is available or if you know that the magnesium level in the soil is low. Spade the soil to a depth of 8 inches and rake to provide good tilth for proper planting conditions.

PLANT SPACING: Red and black raspberries should be planted 2 to 3 feet apart in the row, whereas, the Thornfree blackberry should be spaced 8 feet apart in the row. The spacing between the rows will depend on the type of cultivating equipment that is available. Four feet is normally the best spacing for gardens, with 10 feet being used in commercial plantings where tractors are used for cultivation.

SETTING: A hole should be dug sufficiently deep for each plant so that 3 to 4 inches of

soil cover the roots. The handle or old cane should be cut off at ground level after a new shoot has developed.

CULTIVATION: The soil should not be allowed to become too compact. Cultivating 1 to 2 inches deep will control weeds and also increase oxygen exchange to the roots. Incorporating organic matter into the soil will reduce the need for cultivation and also improve plant growth. A 3 to 4 inch layer of wood chips—obtained from the tree pruning division of your electric company—will replace the need for all hoeing and cultivation. As the wood chips decay, they will have to be replaced to maintain weed control. Do not use sawdust or pine shavings.

TRAINING: Black raspberries should have the tip of the new cane pinched or cut off at 15 inches in height the 1st year and 22-24 inches the 2nd year and subsequent years. This should be done when the new canes are 18 to 20 inches high the first year and 24-28 inches high the second and subsequent years. Pinching causes the side branches—which produce the fruit—to develop and also causes the main cane to be sufficiently strong to be self supporting.

New canes of red raspberries are *not* cut back the first growing season. They are, however, cut back shortly before the leaves emerge in the second growing season. The amount of cane that is retained is determined by the support system used since red raspberries are not normally self-supporting. Red raspberries can be self supporting if several canes are cut off at 30 inches. These canes are tied together to form hills or clusters of plants about every 3 feet. The canes should be tied together at 20 inch height and again at 28 inch height. No more than 6 canes should be tied together. Excess plants should be cut off at ground level. If plants are tied to a stake or wire, the canes can be cut off at 36-48 inch height. Cutting the plants off at 30 inches is easier and less expensive, but in so doing, you remove the early maturing fruit as it is produced from buds that occur near the end of the canes.

Thornless blackberries should have their canes tied in the shape of a fan to a wire or wooden trellis. The canes should be cut off at 4 to 6 feet length. The length will be determined by the cane position on the trellis; number of canes retained and vigor of the plant. The new canes that will produce next year's fruit should be left on the ground but trained down the row under the existing fruiting canes.

PRUNING: Black raspberry fruiting canes may be removed after harvest but it is much easier to wait until the following March. The same procedure is also true for Latham red raspberry and Thornfree blackberry. Southland red raspberry, however, is an everbear i.e., it produces a crop of fruit on the tip of the new canes in August, September and early October and a June crop the following summer on the lower section of the same cane. As a result, the tip of the cane that produced fruit in the fall is removed the following March. The remaining portion of the cane is tied in the manner described under training for red raspberries for the June crop. Those canes can then be removed after harvest or the following March. New canes that emerged in the spring will again provide the fall crop and the following June crop.

WINTER PROTECTION: Cold injury to raspberries is caused by extremely low temperatures and exposure to the drying effects of the winter winds in the northern sector of the U.S. and by the fluctuating warm and cold climatic conditions in the southern regions. Both types of injury can be markedly reduced if the new canes are bent over in November and held near the ground with wire fencing. A *very light* layer of straw will increase the protection. This method protects the canes from the winds in the northern region and also helps moderate the temperature. In the southern region it provides protection by keeping the plants nearer the soil and, therefore, *cooler* during the warm air temperature periods that frequently occur. Keeping the canes cooler during the warm periods in the winter restricts the starting of new growth and the resulting cold injury that occurs when the temperatures drop below freezing in a following cold wave in late January, February and March.

RED RASPBERRIES • BLACK RASPBERRIES • THORNLESS BLACKBERRIES • NEW • RED RASPBERRIES • BLACK RASPBERRIES • NEW •

NEW • RED RASPBERRIES • BLACK RASPBERRIES • THORNLESS BLACKBERRIES •

EARLY VARIETIES

BLAKEMORE

Pride of the Processors

BLAKEMORE was introduced in Maryland in 1923. It has not lost any of the qualities that made it No. 1 with the processors—firmness, brightness of color, high pectin content and ease of hulling. BLAKEMORE is a great southern shipping and processing berry. It grows well on varied soils, ranging in adaptability from the southern states westward to Oklahoma and Missouri.

Plants of BLAKEMORE are vigorous and make runners freely. Sometimes, too freely—and thinning is required. High tolerance to virus diseases, resistance to leaf scorch and leaf spot, as well as good resistance to verticillium wilt are some of the inherent characteristics of this fine old variety.

Berries of BLAKEMORE are small, blunt conic and firm. They have bright, light red skin and light red flesh. Berries ripen evenly and hold their color well. BLAKEMORE berries are quite tart and need plenty of sweetening for table use. Order your plants now.

EARLIBELLE

Firmness and beauty

EARLIBELLE was introduced to growers in 1964 by the North Carolina Agricultural Experiment Station. EARLIBELLE originated as a seedling from the cross of Albritton x Md-US 2101 and was recommended for use in North Carolina and southward as an early commercial variety.

Plants of EARLIBELLE are comparatively small but produce runners so freely on most soils that fruiting beds must be thinned for best results. Foliage has resistance to leaf spot and scorch. EARLIBELLE berries ripen earlier than Albritton in eastern North Carolina. Berries are medium-large, averaging 62 to the pound. Skin color of EARLIBELLE berries is originally bright red, turning deep red at maturity, and the flesh color is a uniform bright red. The surface of the berries is very glossy and firm. Size is uniform, long-conic in shape with few rough fruits. Flavor is tart and good. EARLIBELLE berries are fine for freezing or processing.

According to Mr. Ralph M. Schwartz, of Noble, Illinois, we fail to praise EARLIBELLE as much as we should. He believes that Earlibelle is one of the very best varieties for keeping—he says the berries can set in the garage for days and in the refrigerator for two weeks and never lose a thing! His wife wants only the Earlibelle for freezing! He believes we should tell all our growers that Earlibelle is great in Missouri and for all western states. *See color page 3.*

W. F. Allen Co., You may or may not be interested (and we are) but my father (D. D. Boatwright, Troy, Va.) bought plants from you folks some 40 or 45 years ago. Had the most beautiful berries and sold them locally for many years. I can remember the taste of the Fairfax which was one of the great favorites of all.

Sincerely,
Lois B. Mitchell
Manakin-Sabat, Va.

EARLIDAWN

The early one with frost resistance

EARLIDAWN was originated in Maryland in 1947 and released in 1956. EARLIDAWN is a cross of Midland and Tennessee Shipper. EARLIDAWN is adapted very well in the northeastern states and west to Missouri as an early fresh market and freezing variety.

Plants of EARLIDAWN are productive but generally make fewer runners than most varieties. Flower stems of the EARLIDAWN plants are short and flowers are well covered with leaves—giving protection against frost. EARLIDAWN plants have fair resistance to leaf spot and scorch.

Berries of EARLIDAWN average large in size and maintain large average size throughout the season. Berries have bright, light-red skin, bright-red flesh. They are glossy, have a moderately tough skin and are very firm. Seeds are slightly sunken. Berries of EARLIDAWN are fairly uniform in shape and their flavor is tart and good. For an early berry that is great for eating and freezing, you will want some plants of EARLIDAWN to set this season. Order early. *See color page 4.*

FAIRFAX

First for Flavor

FAIRFAX was released in Maryland in 1923. It wasn't long before growers discovered the size, beauty and quality of this great variety and it remains a great favorite today.

Plants of FAIRFAX are productive but they are not free running. When late season runners are picked off FAIRFAX plants are especially productive. Foliage is resistant to leaf spots and leaf scorch but sensitive to virus diseases. FAIRFAX plants are well adapted to Virginia north and westward to Kansas.

Berries of FAIRFAX are medium to large in size, attractive, and wedge to blunt conic in shape. Berries are firm enough and have a bright red color when they first ripen. They darken on holding, however, and this keeps FAIRFAX from being great on the wholesale market. The size, beauty and quality of these delightful berries make FAIRFAX an outstanding variety for the retail markets and every home garden should have some plants of FAIRFAX for a truly delicious taste treat. Great for desserts! *See color page 3.*

FLORIDA 90

Great for Extreme South

FLORIDA 90 was originated by Dr. A. N. Brooks in Florida in 1947. From that time until now it has been the leader in Florida and is extensively grown as a commercial variety.

FLORIDA 90 plants are very productive and in Florida and a few other southern states these plants are exceptional in runner making. FLORIDA 90 plants are best adapted to the extreme south and are grown extensively there and in Bermuda.

FLORIDA 90 berries are red all the way through. They are large, long and pointed and it is easy to spot the FLORIDA 90 berries on the markets in the northern states off-season. They ship very well and these large, tasty berries are a delight for desserts wherever they are found.

Dear Allens: I am 81 years but I would like to plant a few berries this year, so if you have what I ordered send me the bill and I will send it back. Just so I get the berries I ordered. John will be 79, but we like to work in the garden, go to market 2 days a week, feel good. I always liked your plants. Looking forward to hearing from you.

Mrs. John M. Godfrey
York, Pa.

MIDLAND

The Freezer Queen

MIDLAND was introduced in Maryland in 1929 and has been a great favorite with growers for early berries since then because of beauty, size, color, quality, productiveness, firmness and freezing excellence.

MIDLAND is best adapted to the middle states. With irrigation, MIDLAND grows well to the north or south.

Plants of MIDLAND are productive but make few runners. However, with good fertile soil and irrigation, MIDLAND will make a satisfactory bed of plants. Under good conditions, MIDLAND plants will grow large, healthy and productive.

MIDLAND berries are large, round conic, irregular and high flavored. They have a bright red color which goes clear through but this color darkens on holding and this prevents MIDLAND berries from being tops for the wholesale trade. For fruit-stands, local trade, home gardens and pick-your-own, MIDLAND is one of the best. Berries are medium firm and excellent in quality for desserts and freezing. *See color page 24.*

PREMIER

Frost Proof and Early

PREMIER was selected in 1909 in Massachusetts and released in 1915. Growers who are familiar with PREMIER will tell you that the continuing popularity of this fine old variety has been well earned. It has what they want —excellent frost proofing, vigorous plants, healthy foliage, terrific berry production. Grows well in the northern states.

Plants of PREMIER are very productive and make runners freely. These hardy, frost proof plants are resistant to leaf diseases.

PREMIER berries are very early and strong plants bear so heavily they extend their own season. Berries are medium size, long conic and good quality. Skin and flesh are red. PREMIER berries do not hold up well for distant shipments but are fine for local markets and table use. If you want to try PREMIER this season, order early!

Dear Sirs: Enclosed please find my check for order for berry plants. Except for one year we always have had wonderful luck with Allen plants. That year was most likely due to the weather. Two years ago I ordered some and had good luck in spite of rain at picking time. I picked many quarts in the rain. I want to say that many of the berries of Surecrop, Catskill and Midland were really big. I think there were 26 to 28 berries in a quart of Midland. For that kind I can't sing praise enough — they are most delicious, so big, so red and so good. Thanking you for always good service and excellent plants, I remain,

Mrs. John C. Davis
Wallkill, N. Y.

Some time ago I ordered three varieties of strawberry plants — Fairfax, Sparkle and Surecrop. They arrived in good condition. Thank you for the extra plants included in the shipment.

In my ignorance, I was disappointed — all roots, few leaves! But I carefully planted them according to your Berry Book instructions, placing a generous handful of composted cattle manure in each hole. Being a little dubious, I obtained 6 Midland plants from a local supplier. They were long on foliage, short on roots. Although the weather was favorable, overcast sky, no hot sun, still I almost lost these big plants in spite of frequent watering. The Allen plants, every one of them, grew like weeds. They are now loaded with blossoms, which as I understand it, must now be pinched off to promote a good crop next year.

F. W. Bassett
Beloit, Wis.

REDGLOW

The American Beauty

REDGLOW is a cross of Fairland and Tennessee Shipper and was released in 1956. REDGLOW is adapted to the middle states and has grown well in some of the northern states. We have tagged it The American Beauty for beauty and quality of berries.

REDGLOW makes an adequate growth of strong robust plants which are not usually crowded in the row. REDGLOW plants have resistance to red stele but are somewhat susceptible to leaf spot.

REDGLOW berries are a beautiful shiny red which makes them so attractive they usually bring top prices on the market. REDGLOW berries are firm enough to carry to market in good condition. Berries of REDGLOW ripen very early, just a day or two after the Earlidawn. Most of the REDGLOW berries will reach a good marketable size, excelling in beauty and quality. Fine for freezing. Order now. *See color page 23.*

SENATOR DUNLAP

The Old Standby

This fine old variety was discovered in Illinois in 1890. It is well adapted to the northern states and we continue to grow it for the benefit of those northerners who have tried newer varieties but insist that SENATOR DUNLAP, with its hardiness and productivity, is the only one for them.

Plants of SENATOR DUNLAP are very hardy and vigorous, making lots of plants. Plants appear to be drought-resistant and seem to like clay soil. They are very productive.

SENATOR DUNLAP berries are medium size. They are a bright, rich red, of good quality, and one of the best for canning. They are a little too soft for best shipping but are fine for table use and are welcomed in the home garden. SENATOR DUNLAP plants are always a little scarce and we suggest that you order now for your garden.

LET'S HAVE A JAM SESSION

FREEZER STRAWBERRY ORANGE JAM

1½ c. prepared berries (about 1½ pt.)
1 medium orange
4 c. sugar
2 T. lemon juice
½ bottle Certo fruit pectin
¾ t. orange rind, grated

Prepare fruit—crush fully ripe berries; measure 1½ c. into large bowl. Grate rind. Add ¾ t. of rind to berries. Section and chop orange, removing membrane and seeds; measure ¼ c. into bowl.
Mix sugar into fruits. Mix lemon juice and pectin; stir into fruit. Continue stirring about 3 minutes. Ladle into jars, leaving about ¼ inch space at top. Cover at once with tight lids. When jam is set (may take up to 24 hrs.) store in freezer. Makes 5 jelly glasses.

SEND US YOUR FAVORITE

SUNRISE

Vigorous, good grower

SUNRISE originated from a cross with Stelemaster in 1952 and was released in the early 60's.

Plants of SUNRISE are very vigorous in runner production. They will produce for you even in dry weather. Productive SUNRISE plants have triple resistance to red stele, good resistance to verticillium wilt, leaf scorch and mildew. These traits help make SUNRISE one of the most vigorous and productive varieties. Plants of SUNRISE are best adapted to the Middle States but growers report good results to the north and south and west to Missouri.

SUNRISE berries are delightful for desserts. They are glossy and medium-size. Bright red, uniform color of the skin does not darken on holding. Flesh of SUNRISE berries is firm but a little light for best freezing quality. Berries are of a symmetrical conic shape with later berries sometimes having a slight neck. SUNRISE berries ripen very early in the season and these delightful, flavorful berries are always in great demand. You should have some plants of SUNRISE in your garden. Order now. *See color page 4.*

SUWANNEE

Superior Flavor

SUWANNEE berries are noted for their superior flavor. Many experts consider it the sweetest of all varieties. It has been extensively used in strawberry breeding work for this reason.

The plants are easy to grow with good runner production. Leaf diseases are seldom a problem with this variety.

The berries are of medium size, bright red and glossy. We would recommend it for the specialty gardener. *See color page 30.*

We have ordered strawberry plants from you for several years. Every time we move we have to order more plants from you — just can't get along without them. You have the best strawberry plants in the country anywhere!

Yours respectfully,
Edward Stump
Camdenton, Mo.

Your strawberry plants have always proved to be dependable in all the years my mother ordered them. I will be looking forward to receiving the strawberry plants I am ordering now.

Mrs. William A. Hilberg
New Bavaria, Ohio

Gentlemen: I thought you may like to hear how your plants do here in Phoenix, Arizona. The plants, 25 Blakemore and 25 Earlibelle, arrived in fine condition on March 13, 1973. They were shipped Mar. 5 so they were 8 days getting here. As I had the soil prepared in advance, I set the plants the same day they arrived. I didn't lose one plant and they came in blossom in May. We left a few blossoms develop so we did have about 1 pint of berries this year. Now the plants are full of runners and certainly look fine. Of course, they have to be watered daily as we haven't had any rain since April 15 and since May 1 the temperatures have been 100 plus. Today it was 114 here in Phoenix. While in N.J. your plants did excellent for me and these seem to be doing the same. Your plants are tops with me.

Thanks again,
Joseph W. Mason
Phoenix, Arizona

Dear Sir: I just wanted to write to tell you what lovely plants those were that we got in April and that they are doing so very nicely — they are something you can be real proud of. Thank you,

Mrs. Sid Cline
Traverse City, Mich.

The Berry Patch

by Virginia Lasley

Fragrant memories of the wild strawberries of childhood make them seem sweeter than they really were. There are some of you, no doubt, who would like to have "time turn backward in his flight" and gently lead you to the dewy meadows by the cool shade of the woodside, that you might again, as carefree children, gather the coy little wildings. However, the sweetest berries, except those of memory, are no longer in the woods and meadows; they are in *your garden.* Gather them while you may for eating, preserving, freezing; enjoy them now and later. Your enjoyment of these delightful fruits is our concern and we hope that one of these yummy recipes will add to that enjoyment.

Strawberry-Mallow Pie

2 c. miniature marshmallows
1 c. water
1 (3 oz.) pkge. strawberry flavor gelatin
1 (10 oz.) pkge. frozen strawberries
1 c. heavy cream, whipped
12 lady fingers, split
Sliced strawberries

Combine 1½ c. of marshmallows and water in saucepan; heat, stirring constantly, until mallows melt and mixture comes to just a boil. Pour over strawberry gelatin in a medium sized bowl; mix until dissolved. Add frozen berries, stirring until fruit separates and mixture becomes syrupy. Chill until mixture begins to mound from spoon. Fold whipped cream into the strawberry mixture. Line bottom and sides of nine-inch pieplate with the lady fingers; pour in strawberry filling; chill until set. To serve, garnish with sliced strawberries and reserved marshmallows. Serves six.

For a change of pace, try this delightful STRAWBERRY GELATIN SALAD

1 (3 oz.) pkge. strawberry gelatin
1 (10 oz.) pkge. frozen berries
1 banana, mashed
1 (8 oz.) carton commercial sour cream
¾ c. boiling water
1 (8¼ oz.) can crushed pineapple (do not drain)

Dissolve gelatin in boiling water. Cool; then add slightly thawed berries and pineapple. Chill until thickness of honey. Stir in mashed banana. Spoon half this mixture into loafpan, spread sour cream over this layer, and top with another layer of gelatin mixture. Chill until firm. Serves 8 to 10.

The following recipe was sent in by one of our good friends—but she neglected to sign the note or put her name and address on the envelope. We'd like to thank her for this favorite STRAWBERRY SYRUP. Try it, you'll like it!

4 c. strawberries and 1 c. water.
Bring to boil, reduce heat and *cook 10 minutes, exactly,* no more. Strain through cheese cloth.
Add 1 c. sugar to each cup juice. Cook over low heat, stirring until all sugar is dissolved and until syrup comes to boil. Allow to boil 2 minutes, no more. Skim off froth, pour hot syrup into hot jars and seal.

Happiness is hearing from You

MIDSEASON VARIETIES

ATLAS

Vigorous, good yielder

ATLAS originated from a cross of NC 1759 x Albritton in North Carolina back in 1956. After lengthy testing, it was released as a commercial variety in 1970. It has been well adapted from Maryland south to North Carolina and good results have been obtained in the mid-south from the Atlantic Coast westward to Arkansas.

Plants of ATLAS are very large, very vigorous and very tall. The dark green foliage of ATLAS plants has good resistance to leaf spot and scorch. ATLAS plants make many flowers on long erect stalks. Runner production is moderate. This variety is susceptible to red stele root rot and care should be taken to protect plant life. ATLAS plants grow well on fertile, moist soils.

ATLAS berries are of good quality. The large and many berries produced by ATLAS plants make this an important variety for the commercial grower. ATLAS berries are firm, as firm as Earlibelle, and average larger in fruit size than Albritton. Berries of ATLAS are glossy, bright orange-red in color. Main crop berries are broadly short conic with blunt tips. Caps are medium to large and seeds vary from slightly sunken to flush with fruit surface. Berries are firm and flavorful, excellent for table-use, pick-your-own, roadside stand, but flesh is a little light for most attractive frozen pack. Order your plants now.

CATSKILL

The Leader

CATSKILL was introduced in New York in 1923. It has reigned as King of Varieties since then except for a short time—just before 1954 when virus free stocks were made available. CATSKILL is still a leader in sales and still has many things going for it. CATSKILL is well adapted to all the northern states and the higher altitudes as far south as North Carolina and westward to the Mississippi.

CATSKILL plants are productive. They are excellent in runner making. CATSKILL plants are full and most attractive in the field. Hardiness and good resistance to verticillium wilt have contributed to CATSKILL popularity in a wide area. CATSKILL berries are very large. They are long conic and rather irregular in shape. Moderately firm. Skin color is bright crimson red with lighter red flesh, making for a very attractive berry. CATSKILL berries are excellent for desserts and satisfactory for freezing. Other plus factors with the great CATSKILL are ease of capping and high Vitamin C content. You must have some Catskill plants to set this season. Order now! *See color page 26.*

Dear Sir: The plants we ordered last year were excellent and we never lost a one. The production was just as good — and the size of the Catskill berries was so large people didn't believe they were strawberries!

Joe Pucillo
Orange, Conn.

EMPIRE

Great for the northern states

EMPIRE was introduced in New York in 1940. It is well adapted to growing in the northern states but tends to become a little soft in the south.

EMPIRE plants are very productive. When EMPIRE plants like your soil and weather conditions, they will make adequate runner formations but if conditions do not just suit them, they short out on runner making. Plants of EMPIRE are hardy—and vigorous if conditions are right for them.

Berries of EMPIRE are extra large, bright and attractive. Their high flavor and large size make them a great favorite on local markets. EMPIRE berries are only moderately firm and need to be handled quickly and picked closely. For growers in northern states who want large, high quality berries in their gardens, EMPIRE is the one to choose. We have some very nice EMPIRE plants this season and suggest you order now. *See color page 28.*

Dear Mr. Allen: I wonder if this is some kind of record? In 1968 I planted 175 of your Catskill plants in a plot 48 x 50. In 1969 we picked 951 quarts of berries from these plants. That was in addition to what the birds picked! I haven't been able to do that good since but I still think the Catskill is the best berry. This may be my last order as I am getting a day older every day but I sure have enjoyed raising strawberries in the past.

Yours truly,
Lester C. Broome
Chattanooga, Tenn.

GUARDIAN

Guard against disease

GUARDIAN was released in Maryland in 1959. The seedling came from a cross of NC 1768 x Surecrop. GUARDIAN has been a good producer in matted rows in Maryland, New Jersey, Ohio, Michigan, Missouri, Pennsylvania and southern Illinois.

GUARDIAN plants are notable for resistance to red stele and verticillium wilt. Foliage has good resistance to leaf scorch and mildew. Plants of GUARDIAN are medium in size but produce runners freely. Highly productive.

Berries of GUARDIAN ripen a few days after the Surecrop. Berries are large with firm, glossy surfaces of uniform light red color. Flesh is firm and has good flavor but light color prevents this fine berry from being great in the frozen pack. Fresh berries of GUARDIAN retain an attractive appearance during harvesting and marketing. Primary berries have an irregular conic shape with a rather rough outline but secondary and later berries are symmetrical and smooth with slight necks. GUARDIAN berries hold well for shipment. You will want to grow GUARDIAN for its excellent disease resistance, lovely berries of fine appearance and flavor, for production several days after Surecrop to extend the season. We have a nice supply of GUARDIAN plants. Order now. *See color page 50.*

To the W. F. Allen Company — About 40 years ago, we ordered our first Catskill strawberry plants from your company. All thru the years since then we have been growing your Catskills. A number of times we have included some of your other varieties but the Catskills are so delicious and produce so well, they are our favorite. The plants always arrive in good condition and with a very few exceptions, have arrived on the day that was specified on the order. As long as we can grow berries, we expect to order our plants from Allens.

Thank you, very sincerely,
Mrs. Kathryn K. Young
Wheeling, West Va.

MIDWAY

Great midseason for the middle states

MIDWAY was a cross of Dixieland and Temple, introduced in Maryland in 1960. MIDWAY is well adapted from the middle states west to Indiana, with good results reported in the northeast.

MIDWAY plants are healthy and vigorous, extremely productive. Plants run freely. MIDWAY plants have good resistance to red stele. MIDWAY plants need irrigation on lighter soils—they prefer heavy soils for best growth.

MIDWAY berries are late midseason. They are long conic, firm fleshed, tough surfaced, glossy rich red. Fruit is medium to large in size, with yellow seeds. Very good for freezing. Excellent flavor makes MIDWAY berries always in demand for desserts. Our MIDWAY plants are beautiful and you should have some in your garden. Order now. *See color page 26.*

POCAHONTAS

Productive and Popular

POCAHONTAS was introduced in Maryland in 1946. It was well received and made steady leaps in popularity, helped along by wide adaptability. It grows well in nearly all areas except the deep south. We used to exclude the far west along with the deep south when mentioning adaptability but growers tell us that Pocahontas grows well for them in California.

POCAHONTAS plants are great producers. Plants are vigorous and make runners freely. Foliage has resistance to leaf scorch and partial resistance to leaf spots.

POCAHONTAS berries are large, blunt conic. Skin is bright medium red. Flesh is red. Berries are firm, making them excellent for shipping and processing. POCAHONTAS berries are great for desserts and fine for freezing. POCAHONTAS produces showy berries of quality.

POCAHONTAS is one of the few varieties that adapts well to setting in the late summer for a partial crop the following spring. Our plants of POCAHONTAS are looking very lovely and you should order now to have some in your garden. *See color page 24.*

RARITAN

Mid-season Beauty

RARITAN was released in 1968 after extensive testing. In the ancestry of this fine variety are two beauties, Redglow and Jerseybelle. RARITAN was introduced in New Jersey and has achieved a tremendous popularity in that state as an early midseason berry. It is well adapted to the northeastern states.

RARITAN plants produce runners freely so that RARITAN always makes a good matted row. High yields are obtained from RARITAN plants. Plants of RARITAN are not resistant to red stele root rot or verticillium wilt and if either of these troubles is known to be present in the soil where plants are to be set, we would not recommend Raritan for growing there. Where these diseases are not present, RARITAN grows well, with high vigor and great productivity.

RARITAN berries are delightful. Fruit is glossy, bright red with bright yellow seeds that are partially embedded. Caps are large and showy and hold their attractive green color to market. Flesh of RARITAN berries is firm and the skin is quite resistant to abrasion. RARITAN fruits are of excellent eating quality but flesh is a little light for best processing. RARITAN berries are large and beautiful. Order your RARITAN plants now.

Midseason Varieties Continued on Page 31

Buy A Barrel of Joy

Order a Berry Barrel now—for yourself, a dear relative or friend. A wonderful gift—one that will be cherished for years.

For $10.00 we will deliver to your home (or another address, if requested), insured, with all transportation charges paid, this beautiful barrel. Standing 12 inches high and 10 inches across, banded in brass, it is indeed a little beauty. Pretty enough for the living room and lovely for the patio, it will hold 25 plants and the green of the foliage is most attractive against the stained rubbed pine of the barrel.

BUY ONE for yourself, watch the plants grow, bloom and produce fruit.

BUY ONE for a dear friend or relative and give many happy hours of pleasure.

ALLEN'S WINNING PLANTS

1885 *Happy Customers for 89 Years* **1974**

1885 *Our Experience is Your Guarantee* 1974

See Page 20

MIDWAY

See Page 22

JERSEYBELLE
See Page 33

ALLEN'S PLANTS *Standard of the Industry for 89 Years*

TENN. BEAUTY
See Page 35

EMPIRE
See Page 21

1885 *Our Customers are Our Best Advertisement* **1974**

ROBINSON
See Page 34

VESPER
See Page 37

1885 *Our Plants Will Grow for You* **1974**

FLETCHER
See Page 33

SUWANNEE
See Page 18

ALLEN'S WINNING PLANTS

ARMORE
See Page 33

REDCHIEF

Delight to Pick-your-own

REDCHIEF originated from a cross of NC 1768 x Surecrop and was released in Maryland in 1968. This extra good, disease resistant variety was evaluated for yield, horticultural characteristics, and resistance to diseases from Massachusetts to North Carolina and westward to Missouri. Performance has been best from Maryland north to Massachusetts and west to Illinois.

REDCHIEF plants are resistant to 5 races of red stele root rot and have some resistance to verticillium wilt. Leaves of REDCHIEF are resistant to leaf scorch and mildew but somewhat susceptible to leaf spot. REDCHIEF is an excellent variety to grow where red stele root rot is a problem and where Surecrop has not been productive. REDCHIEF plants are vigorous in runner making, setting an adequate number of plants for a good matted row.

REDCHIEF berries ripen 2 to 3 days later than Surecrop. Berries are medium to large in size, have a firm, glossy surface, firm flesh and uniform deep red color. They are cone shaped and the calyx comes off easily. The flavor of REDCHIEF is sweet and persists well in frozen products. Berries remain attractive with handling and are well adapted to the pick-your-own method of marketing. REDCHIEF berries have everything and you should order your plants now to be sure of having some most delightful berries at time of bearing. *See color page 50.*

SURECROP

For Sure Crops

SURECROP was selected in Maryland in 1950 and released in 1956. In the parentage of SURECROP we have Fairland, another great variety. SURECROP has wide adaptability, growing well from the upper south through the middle states and into the north.

Plants of SURECROP are large and full growing, with fine healthy foliage. They are extremely vigorous, producing runners freely. SURECROP plants are strong, hardy and productive. SURECROP plants have triple resistance to red stele, excellent resistance to verticillium wilt, leaf spots, leaf scorch and drought. SURECROP is an outstanding midseason variety.

SURECROP berries are large, fairly round, bright and shiny red. The flavor is tart and good. Size of berries holds up well all through the season and they are excellent for freezing. Firm berries ship well. In any berry field, SURECROP will be outstanding for vigor of plant growth and healthy, hardy foliage. For fancy quality berries you should have plants of SURECROP in your garden. Order now. *See color page 25.*

Last year, we had 100 plants of Redchief. One Saturday, we picked 80 quarts from those 100 plants. They were prettier than any picture I have ever seen of berries.

Mrs. Levi G. Swartzentruber
Winesburg, Ohio

Dear Sir: Received the plants in excellent condition and I must say the biggest and best plants that I have ever bought and I've been raising them since 1966. There is no berry to surpass the Surecrop. I have ½ acre of them that withstood 27 degrees with berries nearly as big as your thumbnail — and two big frosts — and it didn't damage them — not one plant or berry. They are tops in the berry line. No company will beat W. F. Allen on prompt, quick service on short notice. I thank the secretary on the nice way my phone order was handled. Hoping to do more business from time to time, Yours,

Emery G. Farmer
Rock, Wisconsin

LATE VARIETIES

ALBRITTON

Classy Carolina Beauty

ALBRITTON was introduced in North Carolina in 1945. ALBRITTON is a vigorous and productive variety when grown in North Carolina and some areas of Virginia and Maryland but lack of hardiness prevents it from being grown extensively in other areas.

ALBRITTON plants are vigorous and make runners freely. Where well grown, ALBRITTON plants are productive and set many blossoms. Berries of the ALBRITTON variety are beautiful. No other strawberry has more class and these berries are always in great demand. Berries are large and lovely, vivid red turning to deeper red when fully ripe. They are unusually glossy, uniform in shape. Flavor is exceptional. Berries are firm enough to ship to northern markets. Well adapted to freezing. ALBRITTON is medium-early in ripening and one of the most beautiful berries in attractiveness and eye appeal. Try some plants of Albritton this season. Order now.

Gentlemen: Your plants are superb! Enclosed is my order for some Fairfax, Vesper and Sparkle plants. Last year I planted your Marlate, Raritan, Empire and Jerseybelle. They all look fine now. After they finish bearing this season, I'll give you a report on each of them. I intend to try all of your varieties suitable to this section of the country as I have had splendid results with my previous orders from your company. Yours very truly,

Richard Everist
Havana, Ill.

APOLLO

High yields

APOLLO was released in 1970 in North Carolina. It has Tennessee Beauty, Southland and Missionary in its parentage. APOLLO, along with Atlas, was introduced as possible labor saving commercial variety because of large fruit size and high yield. APOLLO was widely tested before release and performed best in the southeastern and south-central portions of the United States.

APOLLO plants are short to average in size. Leaves are light yellow-green to medium green in color and smaller than average in size. Leaves of APOLLO ARE RESISTANT TO LEAF Spot and powdery mildew and tolerant to leaf scorch. Plants of APOLLO are medium in vigor and runner production, performing well in matted rows.

APOLLO Berries are large and sweet. Main crop berries are long conic, very smooth and regular. Caps are medium large and seeds are abundant, bright yellow and slightly raised. Firmness of fruit is an important shipping and processing character and APOLLO berries are firm and very tough skinned. They are flavorful, glossy, very attractive for fresh fruit shipment, local market or pick-your-own operation. They are tasty for the freezer but somewhat pale colored for best frozen pack appearance. If you are located in those areas where APOLLO grows well, you must have some plants for your garden. Order today.

PRICE LIST PAGE 44

ARMORE

Fine for Home Gardens

ARMORE was introduced in Missouri about 1938. ARMORE is widely adapted and has been grown successfully in all areas except the extreme north and extreme south.

ARMORE plants are vigorous in plant growth and have great productivity. It runs freely and grows best in heavy loam. Small cupped leaves of ARMORE make it susceptible to mildew and leaf spots.

ARMORE berries have a very fine dessert quality and it is suitable for both commercial and home garden use. Primary berries are large, irregular and wedge shaped; later ones are usually round-conic. Berries of ARMORE are medium firm. Skin is yellowish red and flesh is rather light but ARMORE is rated good for freezing, fine for the home garden, and quality berries for shipping moderate distances. You won't go wrong with ARMORE in your garden as a large, productive late kind. Order your plants now. *See color page 30.*

FLETCHER

High flavor—good freezer

FLETCHER was introduced in 1959 in New York and was selected from a cross of Midland and Suwannee. FLETCHER is well adapted to the northern states.

FLETCHER plants are hardy. They are vigorous in growth and reach up high. FLETCHER is free in making runners for a full bed of plants. FLETCHER is a heavy producer of excellent fruit.

FLETCHER berries are flavorful; the experts score FLETCHER as one of the most flavorful. Berries are large, bright red and blunt conic in shape. They are firm enough to carry to market, delightful to eat and excellent for freezing. Order now to reserve your plants. *See color page 29.*

JERSEYBELLE

Big and Beautiful

JERSEYBELLE was released in New Jersey in 1955. The late bearing JERSEYBELLE berries are fancy and so outstanding in beauty and size that they always bring top price on the market. JERSEYBELLE is best adapted to the middle and northern states.

JERSEYBELLE plants are moderately vigorous and will make an adequate number of runners under good conditions—and plenty of runners under superior conditions. Plants are susceptible to leaf diseases and do not have good resistance to red stele or verticillium wilt but our virus free stocks of this great variety seem to remain fairly free of disease.

JERSEYBELLE berries are truly big and beautiful. The fruit has a shiny skin, tough surface and rather prominent yellow seeds. Cap is large and showy, attracting the eye of the buyer. Flavor of the fruit is mild but this does not deter the city buyer and JERSEYBELLE continues to sell big at the market, due to large size and attractive appearance.

JERSEYBELLE berries must be picked closely, at just the right time and handled promptly before fruit turns dark red. They are firm enough then for retail trade and overnight shipment. Berries are not well adapted to freezing as they are soft and mild.

For large, showy, attractive fruit that will always find a market, set some Jerseybelle plants this season. Order your plants now. *See color page 27.*

ROBINSON

The money maker for the north

ROBINSON was introduced in Michigan in 1932. The large size and bright color of ROBINSON berries have made many a dollar for growers. ROBINSON is primarily a berry for the northern states.

ROBINSON plants are small but they are healthy and vigorous and produce extra large berries. Even under adverse conditions, ROBINSON plants run freely. Foliage is exceptionally healthy with good resistance to leaf spots. Thinning is sometimes necessary.

ROBINSON berries are very large and showy. Color is bright red outside, lighter red inside. Shape is conic. Larger berries are sometimes ridged.

ROBINSON berries are usually rather soft and not recommended for shipment or freezing. Flavor is mild. ROBINSON is noted for its productivity and large, showy berries. If you are located in the areas where Robinson is well adapted and you are interested in growing berries for sale, you should have some plants of ROBINSON in your garden this season. Order now. *See color page 28.*

In 1971 we ordered 2,000 Sparkle plants. Last year, we picked 1,600 quarts of top quality berries from this patch. This is the biggest yield we have gotten from any variety and we have tried several. Hope these new plants will be as good!

Virgil Steurer
Nevada, Ohio

We have been growing Sparkle for years. Have bought other varieties from you but they hold up better for our weather and the stand. Have had real good results. We are thinking of trying Jerseybelle. Your plants are always so nice.

Lewis J. Donovan
New Castle, Del.

I have never seen any strawberry plants grow like the Sparkle plants. They are really something.

Jimmie D. Watts
Willard, Mo.

SPARKLE

Beautiful and Bright

SPARKLE was released in New Jersey in 1931. It has been a great favorite with growers who want loads of beautiful, luscious berries late in the season. It is well adapted to the northern states.

SPARKLE plants are very productive and very free in runner making. SPARKLE plants have good resistance to one strain of the red stele disease and have some resistance to leaf spot. SPARKLE makes so many plants on good soil it may be necessary to thin them out to help average berry size. SPARKLE plants bloom so heavily and so late that the crop is rarely affected by late frosts.

SPARKLE berries are well named. They are so glossy and lovely, they truly do SPARKLE on the vines. Berries have a rich crimson red color extending clear through. This, along with their fine quality, makes SPARKLE berries one of the best for freezing or processing. Size is medium to large where well grown on beds not too thick. Berries are short, blunt conic to oblate. SPARKLE berries are fresh market favorites and go to market with a shine and finish which makes them very attractive to buyers. SPARKLE berries are superb in quality and you should have some of our beautiful registered SPARKLE plants to produce berries for your table or the market. Order today. *See color page 25.*

Two years ago we ordered 125 lovely, healthy plants from you — A General Garden Collection. I wanted you to know how much pleasure we have received from a small backyard garden hobby. Last year my 3 children and husband and I ate, froze, sold and gave until we thought it would never stop. We love them! From the looks of things, we'll have a repeat performance this year. I'm glad we enlarged for the new runners.

Mrs. Arthur T. Witek
Strongsville, Ohio

PRICE LIST PAGE 44

TENNESSEE BEAUTY

Bright and firm

TENNESSEE BEAUTY was originated and introduced by the Tennessee Station back in the 1930's. Territory where TENNESSEE BEAUTY grows well is not confined to the south, however, as it has proven itself through all of the middle and many of the northern states.

TENNESSEE BEAUTY plants are very healthy and productive. Plants are resistant to leaf spots and scorch and are tolerant to other disorders. They run freely and for top production of best fruit, it is sometimes necessary to thin out the beds.

Berries of TENNESSEE BEAUTY are delightful. Color is a glossy medium to deep red. Berries average medium to large in size. They are long conic and uniformly smooth. Caps are large and lovely, helping to make TENNESSEE BEAUTY berries a real eye-catcher at the market. They cap easily. Berries are firm and ship well. Their quality is good for the table and they are excellent for freezing or processing. Your garden will be complete with some of our plants of TENNESSEE BEAUTY. Order now. *See color page 27.*

LATE

Dear Allens: We decided we should write you relative to two new varieties of strawberries — the Redchief and Marlate. We have been growing berries for many years and each year we try a few new varieties, usually only 25 plants of a kind. Last season we had Redchief and Marlate, two short rows of 25 plants. We have tested most of the leading varieties and we want to say that these two we consider the best of all we have tested. Especially, the Redchief — we were more pleased with it than any of the many varieties we have ever had. Last season with us they were outstanding. We have been growing Surecrop as our main crop and we believe it is most dependable, year after year. The point we wish to make is that your description of these two new varieties falls far short in doing them justice — again, especially the Redchief. As you know, Marlate ripens a few days after Redchief — and yet we picked a few Redchief a week after Marlate was gone. You have our permission to use any of these statements in any of your advertising — and wishing you a good year, sincerely,

Spurgeon Nursery
Cincinnati, Ohio

Gentlemen: We wish to thank you again this year for the exceptionally nice plants we received. After planting and cultivating we found we lost only 4 out of the 500 Vesper we planted.

Steve Nichols
Osseo, Minn.

Courtesy to the customer has, unfortunately, become such a rarity that when it does occur, one can hardly remark upon it and enjoy it. I do thank you for your kindness and courtesy. Now, if your berries are as good as your service, I shall certainly be more than well-pleased. Looking forward to many a luscious berry. Sincerely,

Kathryn E. Peria
Ticonderoga, N.Y.

Dear Sirs: Received the 325 strawberry plants on April 27, 1973. The weather was very bad and I had to hold the plants for a week before I could plant them. Today they look fine and I have not lost a plant. Again, I thank you for the extra fine berry plants. I remain,

H. Leroy Marron
Lancaster, Pa.

VERY LATE VARIETIES

MARLATE

Large, Bright and Firm

MARLATE was introduced in Maryland in 1969. Jerseybelle, Klonmore, Midland, and Tennessee Shipper are in the parentage of this fine variety. Performance has been good in Maryland, Pennsylvania, Ohio and into neighboring states.

MARLATE plants are very vigorous. They are excellent runner makers.

MARLATE is not red stele resistant but appears to have resistance to leaf diseases. Plants of MARLATE grow well on moderately heavy soil. Very productive.

MARLATE berries are large size. They are bright red in color. Shape is round conic and flesh is firm. Berries are smooth. Fruit stems snap easily, facilitating picking. They are of excellent quality for table use. Their large size holds well all through the season. Moderately fair for freezing.

In the areas we mention we would not hesitate to recommend MARLATE for a very late variety to lengthen the season. These good attractive berries are well worth having in the garden. Order your plants now. *See color page 51.*

REDSTAR

Very Late and Very Lovely

REDSTAR was introduced in Maryland in 1931. It has proved itself over the years as one of the better very late varieties for growing from Maryland to southern New England and west to Missouri and Iowa.

REDSTAR plants are very vigorous and productive. They run freely. Plants of REDSTAR are very attractive, growing full with large leaves. They have good resistance to leaf spots and leaf scorch. The lateness of REDSTAR blooming will give you berries ten days after other berries are gone—extending your season for fancy fruit for the table or for sale.

REDSTAR berries are large and showy. They are of fine quality. First berries are very large and wedge shaped, with later berries round-conic.

REDSTAR berries are an attractive bright red, darkening very little on holding. They are good to very good dessert quality but firm enough to ship. REDSTAR berries are very attractive, indeed, and you will not be disappointed in them if you set some plants of REDSTAR this season. Order your plants today. *See color back cover.*

Last year I had ordered 100 plants from you as usual. I gave 50 of them to my parents. They had the most beautiful berries they have ever had and had picked 25 quarts when they lost the rest of the crop in the June flood. Some were from the plants from the previous year but even the new sets were bearing beautifully last year.

Carol A. Stephens
Jasper, N.Y.

PRICE LIST PAGE 44

VESPER

Large, Late and Productive

VESPER was released through the New Jersey Experiment Station after extensive testing and we listed it for the first time in 1963. Utah Shipper and Jerseybelle are parents. Like Jerseybelle, VESPER has proven itself best adapted to the more northern states.

VESPER plants are medium in size but vigorous in runner making. It is exceptionally productive. Lack of resistance to red stele, verticillium wilt and foliage diseases is a drawback but VESPER plants will grow and produce well if your land is free of these diseases.

VESPER berries are large and lovely with pretty green caps. Fruit is a rich red color and very glossy. Large primary berries are sometimes furrowed. Later fruits are smooth. Seeds are raised and attractive. Mild flavor. Firm enough for commercial purposes to the north but somewhat soft for distant shipments. VESPER is very productive of large, late berries and will extend the season for the growers in the northern states. Order your plants now. *See color page 29.*

I like your plants better than any I have ever planted.

L. Miller
St. Louis, Mo.

I would like to extend my gratitude to W. F. Allen Co. for being so honest and concerned. Thanking you for all your trouble, I am

George R. Stepanik
Garfield Hts., Ohio

Thank you for your wonderful plants and service!

James Piper
Monongahela, Pa.

Your plants were really great!

Rachel B. Racine
Childs, Md.

A friend of ours recommended that we buy our plants from you. She had nothing but praise for your plants so we would like to place a small order. Thanking you in advance for attention to this small order.

Mrs. Robert Dahlhamer
Hagerstown, Md.

I like your berries. Thanks.

Mrs. Earl White, Jr.
Dover, Ky.

WE LIKE YOUR PLANTS!

Virgil D. Ritchie
Broadway, Va.

Your plants were always good. I sent you some customers this year — they ordered separately.

Truman Jones
Brighton, Ill.

You are the only supplier of strawberry plants we buy from. Yours are really good. Wonderful producers!

Robert P. Schuetz
Monticello, Iowa

I have good luck with all plants I order from you.

Aaron J. Stutzman
Keosaugua, Iowa

Dear Allens — I am sending you an order for more strawberry plants. I appreciate the way you do business and have been more than pleased.

Charles Goings
Clay City, Ill.

I want to thank you for the fast service and good quality plants I received last month — another order enclosed.

J. E. Miller
Elkton, Va.

Dear Sir: I'm pleased to inform you that all strawberry plants I ordered and received from your firm were planted immediately and now, 6 weeks later, all plants are already in full bloom and many have already many green berries, which I believe is ample proof of a "good product" — thank you,

W. Wade
Mastic Beach, L.I., N.Y.

VERY LATE

EVERBEARING VARIETIES

GEM (Superfection)

— Old favorite

Plants: Hardy. Good producer. Drought susceptible.

Berries: Light red. Irregular. Tart. Medium firm.

Something Special: Attractive berries for table use or local market.

See COLOR Page 49.

OZARK BEAUTY

— Good eating

Plants: Fair runner production. Good yielder.

Berries: Large. Sweet. Good flavor. Firm.

Something Special: Pretty plants and good yields from June until first frost. Good freezer.

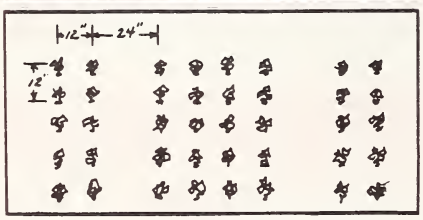
See COLOR Page 49.

A Good Way to Grow Everbearers

Everbearing strawberry production in Ohio shows that largest yields and highest profits with greatest ease and economy of operation are secured by following a four-row bed type planting system. (See diagram and picture.)

In this system the plants are set one foot apart. A two-foot alley or middle is left between each 4-row bed. The 4-row system produces high yields in August which are maintained during the remainder of the season.

The plants should be set as early in the spring as the land can be prepared—late March or early April. The first crop of weeds will usually appear within two or three weeks after planting. These should be controlled by hoeing. After this first hoeing the entire area should be covered with a layer of sawdust one inch thick. This mulch is very important for conserving soil moisture and suppressing weed growth. Later weeds, if any must be removed by pulling because hoeing would mix the sawdust with the soil and eliminate its mulch effect.



Sawdust mulch helps to conserve soil moisture during late summer and appears to give adequate protection over the winter period. A thin renewal layer may be needed in the fall if the spring application was too light. It is best to maintain a full inch of mulch.

All blossoms which develop on the newly set plants should be removed until early June, or later if plant growth has not been vigorous. After fruit production starts berries may be harvested about twice each week until frost stops growth. If dry weather occurs the crop can be greatly increased in size and quality by irrigation. All runners should be removed from the plants as fast as they develop to insure highest yields.

The Ohio system and variations have been used in many areas for best results with everbearers. The cost comes high per acre with more plants and much hand labor required. All reports indicate a carefully managed small or medium size patch will give high profits.

Repeated by Popular Request

"Merry Berries"

Without attempting to inject ourselves into the moral question as to whether you should drink wine, or should not, we have always thought it interesting that one of the fundamental rights of any head of the household (and these seem to be less all the time) is the right to make two hundred gallons of wine per year, tax free, for one's personal use. This was a very old custom in many families, even during prohibition. One of the best recipes for strawberry wine is as follows:

8 quarts strawberries
6 to 8 lbs. sugar
2 lemons
2 gals. water
½ lb. raisins
¾ oz. yeast (3 packages)

1. Wash the strawberries under cold water, put them into a crock. Mash them thoroughly with a wooden spoon.
2. Add the water and let stand for three days, mashing and stirring the berries at least three times a day.
3. Strain the liquid through a kitchen towel, squeezing the juice out — every drop.
4. Add the sugar, 6 to 8 pounds, depending on how sweet you want the wine to be, and dissolve it thoroughly.
5. Add the cut-up raisins and the thin rinds of the lemons.
6. Heat half of the liquid and return it to the cold, so that the whole becomes lukewarm.
7. Dissolve the yeast in ½ cup water (warm) and put that in. Cover and let it ferment.
8. When the fermentation is ended strain the wine into gallon jars and let it rest for two weeks.
9. Then siphon into bottles if clear; if not, fine it.

There is no charge for permit to make up to 200 gallons for personal use. Write for Form 1541 to Alcohol Tax Unit, Internal Revenue Service, U.S. Treasury Dept., Washington, D.C.

Dear Sirs: In your berry catalog last year you printed a recipe for strawberry wine. Somehow, I have misplaced this recipe and would appreciate it if you could send me a copy. We made a small amount of wine last year and it was delicious, so are anxious to make more this summer. At this time, I'd like to compliment you on the quality of your plants and have recommended your company to several people. I don't believe we ever lost more than two or three of the plants as they were in such good condition. Thank you,

Mrs. Milton Mackey
Swartz Creek, Mich.

Gentlemen: I received your 73 catalog a few days ago and have looked through it, but I am unable to find a recipe that you published in your 72 catalog. That is — your Merry Berry recipe for strawberry wine. The berries that I ordered from you should start bearing and if possible I would appreciate it if you could furnish me with a copy of this recipe as I am unable to locate by 72 catalog. Just for a thought, you might like to know how I heard of your company. It was through one of Ruth Stout's books. She mentioned your company and how you helped her with her berry problems. So, when I saw your ad in Organic Gardening and Farming, I requested your catalog and was very pleased with the several varieties you sent me. Yours very truly,

Edward Corkery
Park Forest, Ill.

CULTURAL DIRECTIONS

STRAWBERRIES are grown successfully in every state. They are easy to grow and even beginners can be proud to share their berries with their friends. In addition to growing strawberries for the wholesale fruit market, processing industry and home gardens production for the retail farm market, and "Pick-Your-Own" type of sales has become very popular and profitable. It is not uncommon for producers near metropolitan areas to net $1,500 per acre from "Pick-Your-Own" strawberries.

BEARING: Standard varieties set in the Spring of 1974 will bear their best crop in May or June of 1975. If the plants are well cared for; grown on a good, well-drained loam soil and plant spacing kept to about 6 inches per plant, they will produce good crops of fruit for 2 or 3 additional years. Everbearing varieties set in the spring produce berries in late summer and fall of that year.

SOIL, LOCATION AND PREPLANT SOIL AMENDMENTS: Any soil will produce a fair crop of strawberries provided certain practices are observed and the site is not completely shaded by surrounding trees.

1) Well-drained loams, clay loams, and sandy loams, however, are the best.

2) If the site is located on a hillside or rolling land, the rows should run across the slope. Rolling land provides better air drainage and, therefore, less frost problems and also better water drainage.

3) If a well-drained site is not available, the home gardener can build a pyramid or barrel planter (write for instructions).

4) If frost is a problem, strawberries can be covered on frosty nights with newspaper or plastic.

5) Sites that have such perennial weeds as Johnson grass, quack grass, nut grass, Bermuda grass or wire grass should be avoided. Chemical herbicides can be used to eradicate these pests but this should be done at least two years prior to planting strawberries. Consult your County Extension Agent for materials and rates.

6) Strawberries grow very well following bluegrass sod; however, grubs are a serious problem. If pesticides are not used to control the grubs, a cultivated crop should be grown for one year after plowing up the sod and before planting the strawberries.

7) If possible, change planting sites every few years as disease and insects build up in the soil, when growing the same crop for several years. Sunrise, Surecrop, Redchief, Guardian or Catskill should be planted if tomatoes, peppers, egg plants or Irish potatoes have been grown on the site the previous year.

8) Stable manure or a cover crop grown the year before planting strawberries will improve strawberry production.

9) Soil tests are beneficial and should be taken the year before planting strawberries if possible. If the tests indicate that lime and phosphorous are needed, it should be plowed under prior to planting strawberries. If the soil pH is not 6.0 or above and phosphorous medium, you should consult your University or County Extension Agent for recommendations.

LAND PREPARATION: In late winter or very early spring, the land should be plowed, or in the case of garden plots, spaded to a depth of 6 to 8 inches. It should be worked into a smooth, friable condition immediately prior to planting. The following suggestions are not requirements, but they will improve the size of your strawberry crop, as well as, the quality of the fruit.

1) Sow a green manure crop of peas, soybeans, sowed corn, sudan grass etc. the summer before planting the strawberries. In the fall, disk the green manure crop prior to plowing it under. This blends the organic matter into the soil and avoids problems created by a dense vegetation layer at the bottom of the plow furrow.

2) If soil erosion is a problem, a winter cover crop of rye or winter oats should be planted in early September. This should be disked and plowed as described above, in early spring (February, March, April—Depending on geographic location).

3) If horse, cow, sheep, poultry or hog manure is available, it can be used as a replacement for the green manure crop. Rates of 5 to 20 tons per acre can be applied with hog, sheep and poultry manure being applied at the lower rate and horse and cow manure at the higher rate. Stable manure should be applied in the fall prior to planting the strawberries and disked and plowed in the same manner as that described for green manure. A good guide for garden plots is to apply 2 bushels of manure for every 100 square feet.

PLANTING DISTANCES: This is determined by variety, type of cultivating equipment available and cultural system used. (i.e. matted row or hill system). Varieties such as Surecrop, Blakemore and Robinson which are

prolific daughter plant producers should be spaced wide apart IN THE ROW, whereas, less prolific varieties such as Earlidawn, Ozark Beauty and Gem should be planted at the closest spacing. If the hill system is used with 2 or more "sub" rows of plants in each "bed" or row, the plants should be spaced 12 inches apart in the "sub" rows and the "sub" rows spaced 6 inches apart in the bed. Plants in the "sub" rows should be alternated so that the plants are not side by side but in between. This provides an actual plant spacing of 6 inches between plants. Three such rows provide a bed that is easy to pick and gives excellent yields of high quality fruit. The most desirable row spacing for the matted row commercial planting is 3½ feet. Most cultivating equipment is designed for this spacing. This system provides a row width of 22-24 inches and a middle of 18-20 inches which experience has indicated to be the best overall matted row system.

For the small garden order 7 plants for each 10 feet of Row.

PLANTS FOR VARIOUS PLANT DISTANCES

Rows	In The Row	Total per acre
3 ft. apart	18 inches	9,680 plants
3 " "	24 "	7,260 "
3½ " "	18 "	8,297 "
3½ " "	24 "	6,223 "
3½ " "	30 "	4,978 "
3⅔ " "	18 "	7,128 "
4 " "	18 "	7,260 "
4 " "	24 "	5,445 "

VARIETIES: The varieties planted are determined by the customer's needs. The home gardener who only wants fresh strawberries for the table should select an early, midseason, and very late variety, whereas, the individual who wants to freeze part of their fruit in addition to having fresh berries for the table should consider ordering a larger quantity of a single midseason variety, such as, Redchief, Midway, or Pocahontas so that he will have a larger volume of fruit at one time. Consideration should be given to red stele and verticillium resistant varieties where these two serious diseases are a problem. Large, well flavored fruits that freeze well are important for the house garden, "Pick-Your-Own" or retail outlets, whereas, varieties with bright red, firm, tough skinned, as well as, large fruit must be considered for the wholesale fresh market. Area adaptability is also important.

ORDERING PLANTS: This is an important phase of growing good strawberries. It is very important that you order your plants EARLY and SPECIFY a DELIVERY DATE, as close as possible to the intended planting date. Plants dug while fully dormant and held in climate controlled storage until shortly before planting grow much better than plants not so handled. Plan on an early as possible planting date and order well in advance, so that we may have your order programmed for shipment to you at the time that you have indicated is the best for your situation.

TIME OF PLANTING: Early spring planting is extremely important in growing good strawberries. They should be planted as early in the spring as the weather will permit the soil to be prepared. This usually means February, March, and early April in the southern states —March and April in the middle states; April and May in the northern states. If planted at this time, the plants will develop a good root system with good water uptake capabilities before hot, dry weather arrives. In addition to being more vigorous and easier to grow the early set plants will produce better fruiting fields for the following year.

CARE OF PLANTS: Plants should be set as soon after arrival as possible. The methods used to take care of plants when received from the nursery varies with the amount and facilities available. The home gardener can insert the bundles of plants into a plastic bag and keep them in the vegetable crisper of his refrigerator for several days. If it is early spring and he must keep them for an extended period, he can dig a trench about 5 inches deep, break the bundles and place the plants in the trench so that the roots are covered with soil but the crown exposed. Plants may be placed close together but should not be more than 2 plants deep and the soil should be packed firmly about the roots to keep them from drying out and also to exclude air pockets. A cool, shady, well-drained but moist site should be selected for this type of plant holding. The commercial grower can handle them as described above or place the plants in a commercial cold storage. Storages in which the temperatures drop below 28°F or above 34°F should not be used. It is not desirable to place live plant material in apple storage rooms, as apples produce ethylene, which is injurious to strawberry plants.

SETTING: Any method is good which leaves the roots reasonably straight down in the soil and the crown or bud at the soil surface. It is best if the roots are spread. The soil should be pressed firmly around the roots to exclude air pockets. If the plants have very long

roots, cutting them back to 4 or 5 inches will make the setting job easier and insure a better job of planting. THE CROWN OR BUD MUST BE AT THE SOIL SURFACE—NOT ABOVE AND BELOW—see illustration below.

Any setting tool ranging from a hand trowel or shovel to a transplanter may be used. If a transplanter is used, it is important to check behind the transplanter to determine if the plants are being set at the proper depth.

Water applied by cup in the home garden, by the transplanter or by irrigation immediately after planting is very beneficial. Soak the roots in water immediately prior to planting if you cannot irrigate or water while transplanting.

Plants should be set as soon as possible after arrival. If the weather is hot, dry and windy, it is advisable to delay planting a day or two for more favorable conditions. NEVER ALLOW PLANTS TO BE EXPOSED TO THE SUN AND WIND PRIOR TO PLANTING. Keep the boxes containing the plants from the wind. Never take more plants out of the box than you will plant in 15 minutes.

CHEMICAL FERTILIZATION: Some garden soils will not require chemical fertilizer the first year. Most garden plantings, however, would be benefited by a 1 pound application of 10-10-10 fertilizer spread evenly over the top of the foliage on 40 feet of row length in Mid-August. The fertilizer should be brushed off the leaves with a broom or leaf rake.

Strawberry roots grow very slow and fertilizer applied to each side of the row does not become available to the plant until long after it has been applied. If a fertilizer high in nitrogen is applied over the top of the plant 1 to 3 weeks after planting *and brushed off immediately*, it will greatly stimulate plant growth. Commercial growers should make this type application soon after planting and again in early August. A similar August treatment should be made on 2 and 3 year old plantings. Consult your County Extension Agents for rates and ratios. ALL FIELDS SHOULD BE TESTED AND ANY CALCIUM, MAGNESIUM, PHOSPHOROUS AND BORON REQUIRED, APPLIED PRIOR TO PLANTING.

IRRIGATION: It would be beneficial at sometime on all strawberry plantings; however, irrigation is not necessary for strawberries growing in a good garden soil or on the better loam soils. Irrigation is helpful during periods of drought in the 1st growing season; and prior to harvest, as well as, a means of preventing frost damage during the blossoming period. Applying a *small* but continuous amount of water to the foliage and flowers will protect the blossoms even if the temperature drops as low as 25°F. Water, however, must be applied continuously as long as the temperature is below 32°F.

As a rule, irrigating the Midway variety between blossoming and the start of the harvest season will always increase production and fruit size. Sandy soils require more frequent irrigations than loam soils.

CULTIVATION, HOEING AND TRAINING: Shallow cultivation (not to exceed 1 inch *near the plant*) helps control weeds, provides a loose soil for the daughter plants to establish their roots and helps establish the matted row system by pushing the runners into the row area before they root. The home gardener should also use a hoe to train the first daughter plants in the row while hoeing for weed removal. Train the first new runners out like spokes from a wheel and root them until a row 2 feet wide is established; five to six plants per square foot is enough. Later formed plants should be cut off. Commercial growers substitute a blade or rolling coulter for the inside shovel on their cultivator when the desired number of plants have been established.

CHEMICAL WEED CONTROL AND PLASTIC MULCH: Commercial growers all use herbicides to control weeds in strawberries. The 3 most common chemicals used are Dacthal, Diphenamid, and Tenoran. Dacthal may be incorporated into the soil prior to planting or sprayed broadcast immediately after planting. Diphenamid should *not* be applied until the strawberry has established 3 fully developed leaves. Both of these chemicals control weeds *only* as the seed germi-

nates. Control by both chemicals is improved if they are mixed into the top 1 inch of soil. Tenoran will kill seedling grasses up to ¾ inches and most broadleaf weeds up to 1½ inches in height. Tenoran should not be applied when the temperatures are 90°F or above. Consult your County Extension Agent for specific details.

Black plastic mulch can be used by home gardeners on non-fumigated soil. Black plastic must be used to eliminate the sunlight and thereby prevent weed seed germination. If plastic mulch is to be used, the soil is prepared in the usual manner but the row is formed into a slightly raised bed. All fertilizer needed to grow the strawberry crop should be incorporated into the soil before planting the strawberries. The plants are planted according to the hill system and then the plastic is stretched over the row. The edges of the plastic are secured by covering them with soil. The plants show up as small bulges or bumps under the plastic and a slit is made in the plastic over each plant. The plant foliage is then pulled through the cut in the plastic. Runners must be removed as they form as only the mother plant can root and, therefore, produce fruit.

MULCHES: They are normally applied for winter protection, but they also help keep the fruit clean. Wheat straw is the most commonly used material but the grain is not completely removed in the combining process. This creates a problem in the spring and herbicides must be used. Sudan grass that is cut with a forage harvester before the grain matures is used by some growers. Mash hay is used in areas near the coast. Mash hay and sudan grass do not cause the volunteer grain problem as does wheat.

In areas from New Jersey, Southern Pennsylvania, Southern Ohio, Southern Illinois and Missouri south, 1½ to 2 tons of wheat straw per acre should be applied after 3 or 4 hard frosts have occurred. The straw should be applied over the entire area. At this rate a few strawberry leaves will protrude through the mulch. If applied in late fall, this will provide early winter protection before the strawberry plant becomes fully dormant. Once the plant is fully dormant the winter temperature does not get low enough in this area to damage the strawberry plant. It is not necessary to remove the mulch in the spring as the strawberry will grow through the light mulch and the fruit will rest upon the straw.

In northern areas, a deeper layer of mulch will have to be applied and it will have to be partially removed in the spring as soon as growth starts.

Customer Compliments

Good morning — Your most wonderful of all strawberry catalogs received. I thought you might enjoy hearing this little bit: On Sunday, Jan. 14th, it was the monthly meeting of our Organic Club — and the program was: "Catalogs — new and old favorites. Members were asked to bring their favorite catalogs. Well, a stranger came to the meeting, but not a stranger long. He joined the club and best of all, he brought your catalog — and so, those who do not receive it are most anxious to get a copy. About a week prior to the meeting I had seen your ad in some garden magazine, wrote for a copy and it came in the mail the very next day after our meeting on the 14th. Needless to say it is all one could expect and what all strawberry growers need. Enclosed are two lists of names to mail your book to. I am not sending this list for your offer of free plants for only 3 friends and my order for plants — but because your book on plants is so wonderful I feel they must know about your plants.

Mrs. C. F. Russell
Moweaqua, Ill.

Dear Allens: I received the 100 Surecrop plants today, along with the 25 Sparkle. These are the most beautiful plants I have ever seen, and they arrived in such fresh condition. I agree that your plants are the standard of the Nation, as I have ordered plants from many other nurseries and yours are always larger, fresher plants and get off to a better start and produce a lot better berries than all the rest, so from now on, all my plants will be ordered from Allens. I enclose my order for 100 Sunrise plants and sure hope you can supply, as Sunrise produce heavy in this area and the berries are a beautiful sight, wonderful for a frozen pack.

Wade Birchfield
Asheville, N. C.

W. F. Allen Co., People who are not pleased or satisfied with the plants they buy almost always complain — so if a person is pleased and satisfied, why shouldn't they say so! I've never had such wonderful plants as those which I bought this spring. So far, out of 100 Catskill, none have died, the same for the 100 Surecrop. I believe out of the 100 Midland only three have died. We have picked blossoms off and still have more to take off. When I passed the rows yesterday, I saw that some of the Catskill had begun to send out runners. Truly, your plants are sure a wonderful lot this year. I felt you might welcome praise from me even though I only purchased 300 plants. I am really more than pleased.

Mrs. John C. Davis
Wallkill, N. Y.

STRAWBERRY PLANT PRICE LIST FOR 1974 SEASON

If 10,000 or more plants of one variety are desired, please write us for quotation.

EARLY VARIETIES	25 plants	50 plants	75 plants	100 plants	150 plants	200 plants	250 plants	500 plants	1,000 plants	5,000 plants
Blakemore	$3.15	$4.73	$5.91	$7.09	$9.69	$11.97	$13.79	$20.48	$31.50	$155.00
Earlibelle	3.30	5.00	6.20	7.42	10.15	12.54	14.45	21.46	33.00	162.50
Earlidawn	3.60	5.40	6.74	8.10	11.07	13.68	15.76	23.40	36.00	177.50
Fairfax	3.50	5.26	6.56	7.88	10.76	13.30	15.32	22.76	35.00	172.50
Florida 90	3.30	5.00	6.20	7.42	10.15	12.54	14.45	21.46	33.00	162.50
Midland	3.60	5.40	6.74	8.10	11.07	13.68	15.76	23.40	36.00	177.50
Premier	3.30	5.00	6.20	7.42	10.15	12.54	14.45	21.46	33.00	162.50
Redglow	3.60	5.40	6.74	8.10	11.07	13.68	15.76	23.40	36.00	177.50
Senator Dunlap	3.30	5.00	6.20	7.42	10.15	12.54	14.45	21.46	33.00	162.50
Sunrise	3.50	5.26	6.56	7.88	10.76	13.30	15.32	22.76	35.00	172.50
Suwannee	3.60	5.40	6.74	8.10	11.07	13.68	15.76	23.40	36.00	177.50
MIDSEASON VARIETIES										
Atlas	3.20	4.80	6.00	7.20	9.84	12.16	14.00	20.80	32.00	157.50
Catskill	3.40	5.10	6.38	7.66	10.46	12.92	14.88	22.10	34.00	167.50
Empire	3.50	5.26	6.56	7.88	10.76	13.30	15.32	22.76	35.00	172.50
Guardian	3.75	5.63	7.04	8.44	11.53	14.24	16.40	24.38	37.50	185.00
Midway	3.50	5.26	6.56	7.88	10.76	13.30	15.32	22.76	35.00	172.50
Pocahontas	3.40	5.10	6.38	7.66	10.46	12.92	14.88	22.10	34.00	167.50
Raritan	3.75	5.63	7.04	8.44	11.53	14.24	16.40	24.38	37.50	185.00
Redchief	3.75	5.63	7.04	8.44	11.53	14.24	16.40	24.38	37.50	185.00
Surecrop	3.40	5.10	6.38	7.66	10.46	12.92	14.88	22.10	34.00	167.50
LATE VARIETIES										
Albritton	3.30	5.00	6.20	7.42	10.15	12.54	14.45	21.46	33.00	162.50
Apollo	3.20	4.80	6.00	7.20	9.84	12.16	14.00	20.80	32.00	157.50
Armore	3.30	5.00	6.20	7.42	10.15	12.54	14.45	21.46	33.00	162.50
Fletcher	3.60	5.40	6.74	8.10	11.07	13.68	15.76	23.40	36.00	177.50
Jerseybelle	3.60	5.40	6.74	8.10	11.07	13.68	15.76	23.40	36.00	177.50
Robinson	3.20	4.80	6.00	7.20	9.84	12.16	14.00	20.80	32.00	157.50
Sparkle	3.40	5.10	6.38	7.66	10.46	12.92	14.88	22.10	34.00	167.50
Tenn. Beauty	3.30	5.00	6.20	7.42	10.15	12.54	14.45	21.46	33.00	162.50
VERY LATE VARIETIES										
Marlate	3.75	5.63	7.04	8.44	11.53	14.24	16.40	24.38	37.50	185.00
Redstar	3.60	5.40	6.74	8.10	11.07	13.68	15.76	23.40	36.00	177.50
Vesper	3.60	5.40	6.74	8.10	11.07	13.68	15.76	23.40	36.00	177.50
EVERBEARING VARIETIES										
Gem (Superfection)	5.50									
Ozark Beauty	5.50									

33 kinds

Our plants are tied and sold in bunches of 25 and we do not sell less than 25 of any variety. Quantity rates are based on plants of one variety. Two or more varieties cannot be combined at the quantity rate.

TRANSPORTATION AND INSURANCE: Delivery charges are in addition to prices listed. Add 15% of the cost of your plants to your remittance for transportation and insurance. For this 15% we pay for packaging your plants to keep them fresh, transportation charges, and insurance to guarantee delivery of plants.

AIR TRANSPORTATION. Salisbury is served by Salisbury-Wicomico Airport and Allegheny Airlines. If air transportation is desired, do not send the additional transportation charges as they may be paid when the plants are received. Your nearest airport can give you an estimate of charges, based upon 3 pounds per 100 plants.

PAYMENT. Add the cost of the plants plus 15% and include check or money order in this amount, payable to W. F. Allen Company.

HOW TO ORDER

1. **ADDRESS.** Print your name, street address, or Route and Box Number, Post-office, State, Zip Code and Telephone Number on the order blank.

2. **SHIPPING DATE.** Fill in date you would like plants shipped in space provided on order blank. This date will have to be several days in advance of the time you wish to receive your plants to allow for time in transportation. If you do not fill in this space, we will ship on date best suited to your locality, advising you when order is received. Planting as early as the weather permits is the rule.

3. **VARIETIES.** Decide the number of plants of each variety you want. List on the order blank, referring to Page 44 for prices.

4. **TRANSPORTATION AND INSURANCE.** Delivery charges are in addition to prices on Page 44. We will ship the best way for your location for an additional 15% of the cost of plants. For this 15%, we pay for packing your plants to keep them fresh, transportation charges, and insurance to guarantee delivery of plants.

5. **AIR TRANSPORTATION.** Salisbury is served by Salisbury-Wicomico Airport and Allegheny Airlines. If air transportation is desired, do not send the additional transportation charges as they may be paid when plants are received. Your nearest airport can give you an estimate of charges, based upon 3 pounds per 100 plants.

6. **PAYMENT.** Add the cost of the plants plus 15% and include check or money order in this amount, payable to W. F. Allen Company.

7. **PLANTS FOR FRIENDS.** If you order 50 plants or more, send us the names and addresses (with zip codes, please) of three (3) friends who grow or might like to grow strawberry plants. We will send your friends a free Berry Book and we will send you 25 plants of our choice, without additional cost to you. The 25 free plants must be sent with this order.

W. F. ALLEN CO.

SALISBURY, MARYLAND 21801 • TEL. (301) 742-7123

(Please Print)

NAME .....

STREET .....

ROUTE NO. ..... **BOX NO.** .....

CITY ..... **STATE** ..... **ZIP NO.** .....

Telephone Number _____

Ship Plants On or About .....

NOTICE! This is the shipping date, NOT the arrival date. Delivery times vary so that we cannot guarantee an arrival date. Plants will be **shipped** as near the date you specify as possible.

NUMBER OF PLANTS	VARIETY OF PLANTS	PRICE	
		Dollars	Cents

Do Not Use this Space			
Order No.	Amount for Plants		
	15% for Transportation		
	Total Amount of Money Sent		

IMPORTANT! If Sold Out of Varieties Ordered:

SUBSTITUTE Suitable Variety ..... ☐

RETURN My Order and Money for Varieties Not Available..... ☐

(See other side for HOW TO ORDER and our *Offer for Friends.*)

DETACH FOR MAILING — TEAR ON PERFORATION

FOLD HERE

Dependable
STRAWBERRY PLANTS
For 89 Years

From

.....
Name

.....
Street

.....
City State Zip

First Class
PERMIT NO. 26
SALISBURY, MD. 21801

Business Reply Mail

No postage stamp necessary if mailed in the United States

Postage will be paid by

Post Office Box 1577
Salisbury, Maryland 21801

OZARK BEAUTY
See Page 38

OUR BEST EVERBEARERS

SUPERFECTION
See Page 38

GUARDIAN
See Page 21

ALLEN'S PLANTS *Standard of the Industry for 89 Years*

REDCHIEF
See Page 31

FAMILY GARDEN COLLECTIONS

GENERAL GARDEN COLLECTIONS

Earlidawn ..... Earliest of all, frost resistant
Fairfax ..... Early and Sweet, great for the table
Catskill ..... Hardy and productive; the "King" of varieties
Sparkle ..... Late and productive; good freezer

Collection A—100 plants, 25 each of the 4 kinds $12.00
Collection B—200 plants, 50 each of the 4 kinds 19.20

NEWEST VARIETY COLLECTIONS

Sunrise ..... Very early, disease resistant, bright red and firm
Guardian ..... Late midseason, disease resistant, fine berries
Redchief ..... Vigorous plants, disease resistant, large berries
Marlate ..... Late, big berries, firm

Collection C—100 plants, 25 each of the 4 kinds $12.75
Collection D—200 plants, 50 each of the 4 kinds 20.40

We pay transportation

MARLATE
See Page 36

W. F. ALLEN CO.

SALISBURY MARYLAND 21801
TELEPHONE (301) 742-7123

BULK RATE
U.S. POSTAGE
PAID
PERMIT NO. 7
SALISBURY, MD. 21801

TO:

1885 *Our Experience is Your Guarantee* 1974